WYPLAY announces the launch of its next generation HTML5 Android platform

MARSEILLE, France, March 19, 2013 - WYPLAY, one of the world's leaders in innovative software solutions for TV operators, launches its next generation HTML5 Android platform designed for Chipset vendors, STB manufacturers, RCU companies and 3rd-party software houses.

This TV reference platform combines the award winning Wyplay Middleware, which already powers millions of operator deployments, with Android, and managed by a pure HTML5 user interface. There is no shortage of basic Android platforms in the market today, however, most are simply a telephone-centric Android chipset port that is not suited to the Operators challenges such as TV management (broadcast, streaming), Security, Product range management …

The Wyplay TV reference platform is running on the two leading chipset providers; ST and Broadcom. Powered by an advanced HTML5 user interface, this next generation TV platform provides all the main TV features such as Zapper, EPG, PVR, Timeshifting, VOD…
On top of these standards features, Wyplay has integrated its latest back-end software solutions:
- WyStore: an Application Store with the support of HTML5 and Android Applications,
- WyClub: a platform to enable Multi-user features including Recommendation and Social TV, in a Multiscreen environment, with seamless interactivity with all mobile devices…

"With the launch of this next generation TV platform, Wyplay once again demonstrates that it has attentively listened to its customers, correctly observed the market needs, and acted to create an extremely innovative and adaptable solution" said Dominique Feral, CMO Wyplay. "Wyplay's customers are now able to deliver an evolving range of products and offerings that suite their specific market and their individual subscriber needs"

About Wyplay:

Independent and internationally recognized, Wyplay develops software solutions that are open, modular, and innovative for IPTV, Cable, Satellite, Terrestrial operators and broadcasters around the world.

The technology developed at Wyplay enables operators to easily select, configure, and deploy solutions from the richest list of pre-configured functionality (Zapper, Recorder, Media center, home connectivity, Social TV, HTML5, Android, OTT platform, multi-screen, multi-room ...).

Wyplay's professional services are able to create a user experience that exactly match and complement the operators and broadcasters' product and market strategies.

Wyplay is now a strategic partner for such leading brands that include Canal+, SFR, Vodafone, and Belgacom.

To learn more about WYPLAY, visit www.wyplay.com